



Rock 'n' Roll Virginia Beach Half Marathon

Virginia Beach, Virginia

August 31-September 1, 2013

"The Rock 'n' Roll Virginia Beach Half Marathon will take over the oceanfront on Labor Day weekend. Participants will celebrate their walk, run or relay at the AMF headliner concert Sunday night!"

Green Statement: "The Rock 'n' Roll Virginia Beach Half Marathon is committed to reducing waste and promoting behaviors that encourage the sustainability of the earth's finite resources. By conserving, reusing and recycling, we strive to minimize our environmental impact. In 2012, over 75% of the waste generated at the event was diverted from the landfill."

CORE ACTIVITIES for Green Events

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Aluminum cans, plastic bottles, and cardboard

☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies – and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

Food service

- Donate excess food from events
- Provide condiments, cream and sugar, etc., in bulk
- Avoid box lunches and serve trays/platters of food instead

Restrooms

- Have a contract for environmentally-friendly, portable restrooms

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on its website to the Virginia Green Events webpage
- Have quantified its greening efforts and will post estimates of the reduced environmental impacts

For more information on Rock ‘n’ Roll Virginia Beach Half Marathon, see runrocknroll.competitor.com/virginia-beach or contact Bethany Dominick at bdominick@competitorgroup.com or 858-768-6460.

Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize their impacts on the environment. This event has met the established “core activities” for **Green Events** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.viriniagreentravel.org or <http://staging.deq.virginia.gov/Programs/PollutionPrevention/VirginiaGreen.aspx>.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

